

**What is claimed is:**

1. A discount sale management method of managing a selling price, comprising:

5 counting a sales quantity;

setting a discount price as the selling price, the discount price produced by a discount from an original price, while the sales quantity is less than a predetermined quantity; and

10 setting the original price as the selling price at the time the sales quantity becomes equal to or greater than the predetermined quantity.

2. The discount sale management method according to Claim 1, further comprising:

15 changing the discount price relative to time.

3. The discount sale management method according to Claim 2, further comprising:

20 lowering the discount price with the passage of time.

4. The discount sale management method according to Claim 3, further comprising:

25 setting the discount price to a minimum

discount price; and

holding the minimum discount price as the  
selling price after the selling price reaches the  
minimum discount price, as long as the sales  
5 quantity is less than the predetermined quantity.

5. The discount sale management method  
according to Claim 3, further comprising:

providing a schedule of change of the discount  
10 price; and

accepting, from a purchaser, a purchase  
reservation specifying a desired purchase price, a  
purchase reservation time of the purchase  
reservation is set when the selling price reaches  
15 the desired purchase price.

6. The discount sale management method  
according to Claim 5, further comprising:

allocating a product to the purchase  
20 reservation if the sales quantity is less than the  
predetermined quantity when the selling price  
reaches the desired purchase price.

7. The discount sale management method  
25 according to Claim 5, further comprising:

canceling the purchase reservation if the sales quantity is equal to or greater than the predetermined quantity when the selling price reaches the desired purchase price.

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8. A method of purchasing a product sold at a discount, comprising:

making a purchase reservation specifying a desired purchase price, a time when a selling price reaches the desired purchase price is a reservation sales time; and

receiving allocation of the product, if a predetermined quantity of the product has not been sold out when the reservation sales time is reached.

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9. A computer-readable recording medium in which a programs for instructing a computer to control selling price management is recorded, the program instructs the computer to perform the process of:

counting a sales quantity;

setting a discount price as a selling price, a discount price produced by a discount from an original price, while the sales quantity is less than a predetermined quantity; and

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setting the original price as the selling price, after the sales quantity becomes equal to or greater than the predetermined quantity.

5           10. A discount sale management apparatus that manages a selling price, comprising:

          a selling price setting unit counting a sales quantity, setting a discount price produced by a discount from an original price as the selling price, while the sales quantity is less than a predetermined quantity, and setting the original price as the selling price after the sales quantity becomes equal to or greater than the predetermined quantity; and

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15           a price provision unit providing the set selling price.

          11. Computer data signals embodied into transmission signals, for instructing a computer to control selling price management, the program instructing the computer to perform the process of:

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          counting a sales quantity;

          setting a discount price produced by a discount from an original price as a selling price, while the sales quantity is less than a

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predetermined quantity; and

setting the original price as the selling price, after the sales quantity becomes equal to or greater than the predetermined quantity.